HOUSEWARES SHOW

BATH

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1107 Grayline king-size shwr caddy	4,512	5.12	23,101.44
2	460-401 Excell shwr crtn asst, 24	937	6.29	5,893.73
3	443 Selfix port wall/hand shwr	538	10.52	5,659.76
4	C-441 Selfix shampoo spray	1,792	2.24	4,014.08
5	3300 PM Borg scale, square, almnd	195	16.19	3,157.05
6	999-03 Excell shwr crtn inr w mg, clr	1,012	3.05	3,086.60
7	3300PM Borg scale, square, brown	190	16.19	3,076.10
8	3300PM Borg scale, square, white	167	16.19	2,703.73
9	7210PM Borg scale rectangular, white	120	21.59	2,590.80
10	7210PM Borg scale, rectangular, brown	115	21.59	2,482.85
11	850N-90 Cnslr Afrdble digital brown	68	35.99	2,447.32
12	850N-10 Cnslr Afrdble digital white	66	35.99	2,375.34
13	999-02 Excell s/curt liner w mag bone	756	3.05	2,305.80
14	3306PM Borg scale wicker brown	105	18.89	1,983.45
15	6060-03 Excell shw curt hooks clear	1,228	1.43	1,756.04

PLASTICS

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	364 Loma 32-gal garbage can, green	1,690	10.79	18,235.10
2	A-185/6 Aurora plas pastry board 15x20"	666	15.29	10,183.14
3	A-175/6 Aurora plas cutting board 9x15"	1,218	7.19	8,757.42
4	60061 Cadence stemtrak clear acrylic	1,435	5.84	8,380.40
5	1048 E/1 spray bott pint all-purp	5,855	1.43	8,372.65
6	A-174/6 Aurora plas cutting board 8x12"	1,476	5.03	7,424.28
7	156 Frzette uprite set (3) 1 qt	2,190	2.96	6,482.40
8	12-695 Hutzler triggr cook gun w/dspy	594	10.25	6,088.50
9	154 Frzette uprite set (5) 1 pt	1,914	2.96	5,665.44
10	155 Frzette uprite set (4) 1.5 pt	1,878	2.96	5,558.88
11	2757 Superseal 2-qt decanter clear	2,785	1.97	5,488.42
12	1024 E/1 spray bottle qt all purpose	2,832	1.79	5,069.28
13	189 Arrow colander 4-qt asst	3,024	1.52	4,596.48
14	8452 Superseal measure cup 16 oz	3,280	1.34	4,395.20
15	158 Frzette uprite cont 1 gal	1,404	2.96	4,155.84

GADGETS

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	8153-2 Sunbeam timer short ring, almnd	2,284	8.99	20,533.16
2	36835 Heuck turkey lacer 6-pins	28,076	0.71	19,933.96
3	102-AC R-K refl bowl, 8" plug-in element	6,240	3.05	19,032.00
4	8153-1 Sunbeam timer, shrt rng, white	2,064	8.99	18,555.36
5	1835 E-Z foil 10-pk baby loaf pan	7,512	2.42	18,179.04
6	PA6-40 MLT cone fltr no 6 (10 cup) 100 ct	4,992	3.59	17,921.28
7	107 Saw cn opn, "Jr," sml hand, asst	6,414	2.78	17,830.92
8	101-AC R-K refl bowl 6" plug-in element	6,816	2.60	17,721.60
9	407-A Saw can opn "5 Yr," hand, almond	2,911	5.39	15,690.29
10	3074 S W floursack dishtowel 22x37"	14,218	1.07	15,213.26
11	104 L/J EZV adjstble roast rack	2,096	7.19	15,070.24
12	407-C Saw can opener "5 yr" hand choc	2,703	5.39	14,569.17
13	SCM10-6 MLT coffeemaker system 10 cup	1,634	8.99	14,689.66
14	00722 Chny therm tube cdy jel fry	6,257	2.24	14,015.68
15	1820 E-Z Foil 6-pk lrg loaf pan	5,651	2.42	13,675.42

GLASSWARE

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	515 Libbey 4-pk wine Citatn, tall, 6 oz	2,642	7.46	19,709.32
2	2410 1 G Crys egg relish tray 11"	2,363	8.09	19,116.67
3	3053291 Durand bulk antique xtal beverage	9,564	1.97	18,841.08
4	514 Libbey 4-pk flute Citatn crystal	2,082	7.46	15,531.72
5	108 Libbey set 24-pc Bolero, tawny	925	16.19	14,975.75
6	519 Libbey 4-pk goblt Citatn, crystal	2,000	7.46	14,920.00
7	106 Libbey set 24 pc Bolero, blue	913	16.19	14,781.47
8	3678 1 G crys 5-part rect relish try	1,706	8.63	14,722.78
9	350-6 Twilight lamp oil qt, red	6,590	2.15	14,168.50
10	300279A A H Set 18-pc "Arlntn" punch bwl	880	15.29	13,455.20
11	4690 1 G crys 3-pc salad set crimped	1,416	8.45	11,965.20
12	107 Libbey set 24-pc Bolero, gold	732	16.19	11,851.08
13	3053301 Dur bulk antique xtal cooler	5,508	2.15	11,842.20
14	350-1 Twilight lamp oil qt red	4,568	2.15	10,681.20
15	609 Libbey giant pig crystal 5 gal	336	30.59	10,278.24

MICROWAVE

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	62304 Nordic Micro-Go-Round	1,271	50.39	64,045.69
2	PM469T1 A-H Micro bn rck 12x10"	3,770	7.01	26,427.70
3	PA600112 A-H Micro turntable springpowr	644	35.99	23,177.56
4	MW-2 Corning micro brwning grill	422	34.19	14,428.18
5	PM481T1 A-H Micro vera pan w dv cov 1 qt	1,943	7.01	13,620.43
6	63204 Nordic Micro bn meat rk	1,578	8.09	12,766.02
7	PM497W1 A-H Micro cooking shelf	930	12.86	11,959.80
8	PM400126 A-H Micro pppr atm rster	898	12.86	11,548.28
9	P-150 Corning Grab-It set (2), white	708	13.04	9,232.32
10	MW-A10 Corning 10" cov brwning skillt	276	32.84	9,063.84
11	PM 486T1 A-H Micro divided plate w cover	1,228	7.01	8,608.28
12	669 Frmat mw cart walnut	91	94.49	8,598.59
13	PM 447T1 A-H micro round muffin pan 6 cup	1,032	7.01	7,234.32
14	PM 459T1 A-H micro baking ring 2 qt	1,014	7.01	7,108.14
15	486 Microette plate cover clear	1,178	6.02	7,093.40

DINNERWARE

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	16-N Corelle 16-pc set, white	434	34.19	14,838.46
2	T-20-82 Crnrstn 20-pc set, China Blossom	174	71.99	12,526.26
3	16-23-N Livingware 16-pc set, Morng blue	282	34.19	9,641.58
4	418 Corelle med bowl (4), white	675	13.94	9,409.50
5	16-24-N Livingware 16-pc set, burgundy	269	34.19	9,197.11
6	110 Corelle lrg plate (4), white	552	14.39	7,943.28
7	2020-12 Expression 20-pc set, Indian Summer	102	70.19	7,159.38
8	108 Corelle med plate (4), white	525	12.59	6,609.75
9	2020-7 Expression 20-pc set, Wildflower	87	70.19	6,106.53
10	T-20-81 Crnrstn 20-pc set, Royal Garden	81	71.99	5,831.19
11	3216-34 Dmnsn-4 16-pc set, slate	103	51.29	5,282.87
12	106 Corelle sm plate (4) white	411	12.14	4,989.54
13	410 Corelle 10-oz bowl (4) white	367	12.14	4,455.38
14	2020-18 Expsn 20-pc set, Desert Blossom	94	45.31	4,259.14
15	T-20-87 Crnrstn 20-pc set, Summer Mist	52	71.99	3,743.48

PYREX

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	233 3-qt Oblong bake dish	5,339	7.19	38,387.41
2	234 4-qt Oblong bake dish	3,055	9.44	28,839.20
3	516-N 16-oz liquid measure	6,938	3.41	23,658.58
4	8020-5 Thermal srvr all white	859	26.99	23,184.41
5	532 32-oz liquid measure	4,664	4.94	23,040.16
6	8020-1 Thermal srvr blk/stnlss	819	26.99	22,104.81
7	508-N 8-oz liquid measure	6,837	2.69	18,391.53
8	10-oz Dp pie dish 4 pk	3,299	5.30	17,484.70
9	232 2-qt Oblong bake dish	2,754	6.11	16,826.94
10	808 6-piece set Elegance	530	30.59	16,212.70
11	463-D 6-oz custard cup 4 pk	3,960	3.86	15,285.60
12	222 2-qt sq cake dish	2,713	5.03	13,646.39
13	209 9" pie plate	3,880	3.05	11,830.00
14	2330 3-qt util dish w/basket	560	18.89	10,578.40
15	8014 1.5-liter cold bev srvr	1,968	5.12	10,076.16

RUBBERMAID

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2965-AL Rctngl lndry bskt, almond	4,375	6.02	26,337.50
2	2965-C Rctngl lndry bskt, chclt	4,068	6.02	24,489.36
3	2894-C Rghnck rnd cn, 32 gal, chclt	992	22.49	22,310.08
4	2936-AL Singl turntable, almond	6,907	2.96	20,444.72
5	1181-AL Drain tray 15x20, almond	3,968	4.85	19,244.80
6	2937-AL Twin turntable, almond	3,796	5.03	19,093.88
7	2915-AL Drawer organizer 9x3, almond	17,678	1.07	18,915.46
8	6032-AL Dlx dish drain wire, almond	2,442	7.10	17,338.20
9	2845-C Sml rctngl wst bskt, chclt	3,376	5.12	17,285.12
10	2846-C Lrg rctngl wst bskt, chclt	2,678	6.29	16,844.62
11	2918-AL Drawer organizer 15x6 almd	8,491	1.88	15,963.08
12	1181-C drain tray 15x20 chocit	3,192	4.85	15,481.20
13	0450-W Bathtub mat 14x22 white	4,212	3.59	15,121.08
14	2918-AL Drawer organizer 9x6 almd	11,136	1.34	14,922.24
15	Sml rect wastebskt almd	2,716	5.12	13,905.92

COOKWARE

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	64110 Ekco B S lrg cookie sheet, 17x11	8,130	4.40	35,772.00
2	397-79 Foley 7-piece Silvstone cookwr set	832	35.99	29,943.68
3	28030 W/E Pref Slv 10" chef fry pan	2,203	13.49	29,718.47
4	28032 W E Pref Slv 12" chef fry pan	1,650	16.19	26,713.50
5	64100 Ekco B S med cookie sht 15x10	5,570	3.95	22,001.50
6	28028 W E Pref Slv 8" chef fry pan	1,776	11.69	20,761.44
7	OR-15 Normdy oval roaster 18x12x7 lgr	1,716	10.79	18,515.64
8	51199 Nordic 12C formed bundt asst	2,052	8.81	18,078.12
9	7126 T-Fal Royale 10" fry pan, blk	1,305	12.59	16,429.95
10	28014 W E Pref Slv square griddle	1,060	15.29	16,207.40
11	64330 Ekco b s oblong util pan 13x9	3,696	3.95	14,599.20
12	64200 Ekco b s 12-cup muffin pan	2,736	4.76	13,023.36
13	64260 Ekco b s roast bake pan 14x10	2,232	5.39	12,030.48
14	46032 W E Prem Slv 12" chef fry pan	620	18.89	11,711.80
15	64170 Ekco b s fruit cake mini loaf	6,315	1.79	11,303.85

CORNING

Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	F-370 French White 10-piece hostess	321	87.29	28,020.09
2	V-300 Visions 6-piece set, 1-1.5-2.5 qt	249	44.99	11,202.51
3	F-21 Corning roaster F W 4.5 qt	374	28.79	10,767.46
4	V-29 Visions 1.5-qt dbl boiler w/cvr	357	28.79	10,278.03
5	F-14 French White 4-qt cov ovl casa	338	30.14	10,187.32
6	F-2 Corning 2.5-qt ovl cass'ld white	392	22.49	8,816.08
7	A-300-8 Corning starter set spice	129	53.54	8,906.66
8	F-1 Corning 2.5-qt rd cass'lid, white	291	22.49	6,544.59
9	F-4 Corning 2.5-qt ovl cass, white	291	19.34	5,627.94
10	V-1 Visions 1-qt cvrd saucepan	387	14.39	5,568.93
11	V-5 Visions 5-qt covered saucepot	229	23.39	5,356.31
12	A-10-8 Corning 10½" skillet spice	222	23.84	5,292.48
13	F-12 French White 1.5-qt covd ovl casrl	256	20.24	5,181.44
14	A-5 Corning 5-qt saucepot C-F	174	29.69	5,166.06
15	A-3-8 Corning 3-qt saucepan spice	203	24.74	5,022.22

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Producers Shun Large Price Hikes

By JERRY FALK
Executive Vice President, Bacar Inc.

We expect housewares sales gains, which have been pretty steady the past 18 months, to continue in our five-state Western market at a 4%-5% pace in the first half. Strength should be evident in many categories, based on Christmas season sell-throughs.

Discounters in our primarily northern California and Nevada markets have fair optimism for 1985 growth, coming off a generally good Christmas: no one broke any records, but there's no real disappointment either.

The pace of discounter promotions in all housewares categories was far beyond customary levels this past Christmas season, indicating that chains were scared sales wouldn't materialize. The late-breaking season caused much anxiety that's tempered their enthusiasm for strong department growth in 1985.

But at least the ads were effective, prompting discounters to rebuy quickly—but not overbuy—in January. We had a record January, up 10% from a year ago, because both basics and trade-up merchandise sold through.

Our local economy, which has been stronger than the rest of the nation because it's computer industry driven, is losing a little steam now. Shakeouts in the computer field have caused layoffs in Silicon Valley.

Nevertheless, shoppers are still upscaling here, though not extravagantly. They're still extremely value conscious.

That's why more full-line discounters are positioning themselves as price competitive with catalogers, who until last fall outpriced them on dinnerware and some other categories. Wholesale clubs and home centers are becoming more prominent competitors here—and they're luring business from small independents—but large discounters like Gemco have service and selection over these other operators. Discounter formats should enable them to

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Producers

(Continued from page 51)

p their share of the housees market.

We've seen no large manufacer price increases so far this ar. That's a direct result of ntinued heavy competition ong vendors, more moderate ion demands, reduced inflan and stepped up direct imrting efforts by retailers.

Indeed, we see manufacturs continuing their aggressive bate posture, with only a ght dropoff, in their bid to aintain market share.

Compared with last year hen delivery problems were mmonplace, there's no exse now for discounters not to ve merchandise. Manufacrers are putting more inventry in the pipeline since interst rates have come down, and ey're working more closely ith retailers in forecasting eeds six months ahead.

If we can limit our out-of-tocks to 7%, we're serving reailers well. We're achieving hat without overstocking.

Corning, Rubbermaid and Anchor Hocking have probably een the most aggressive in offering trade specials this winer. On top of that, Corning lropped prices by as much as 0% on some of its offerings, in ts bid to thwart direct imports uch as 16-piece Brazilian ironstone sets that retailers are promoting in the $10 range.

One of the biggest plusses for Corning is the continued popularity of microwave ovens in our markets—particularly compact models that are driving the business now. It enabled them to reposition their small mencwave Plus line.

Many shoppers recognize that traditional Corningware, and Visions—its see-through stovetop cookware that currently dominates the manufacturer's offerings—can also be used in microwave ovens. Multiple functions of storage, serving, oven and microwave use are helping to support sales of these products.

French White continues strong in our markets, thanks to its clean upbeat gourmet look. However, the speckled French Bisque pattern will probably fall by the wayside.

Overall, microwave cookware has become one of our most consistently strong categories. Shoppers continue to buy single serve and divided dishes, and more special function items such as popcorn poppers, browning grills and the Nordic Micro-Go-Round, as they gain sophistication is using their microwave ovens.

Vacuumware, which includes thermal carafes from Corning and ThermosWare, and steel bottles from Aladdin, is a hot category ever since manufacturers brought their design out of the Middle Ages. The new Coffee Butler and Thermique carafes are meeting a home tabletop need, and are being used in business offices too because they're clean looking, not frilly.

On the utilitarian side, consumers are willing to pay as much as $37 for quart size stainless steel bottle with handles; they're simply tired of glass breakage.

Closet continues hot, prompted by small living spaces in an era of higher building costs. Corr-Pak has added visual interest to the category, however, with its tulip and grid designs on storage chests.

We've also seen a strong pickup in cleaning and chemicals sales since last spring's introduction of LOLA Extend-A-Puff and Extend-A-Squeegee; these items hold our first and sixth place rankings in the category. Their handles extend to 6 ft.; a simple feature no one had before that has helped them penetrate the market quickly.

In cookware and bakeware, Ekco Baker's Secret holds six of the top 15 sales rankings, managing to fend off competition of costlier Silverstone-lined products. Consumer willingness to trade up is evident, however, in the continued sales strength of Wear-Ever Preferred fry pans, which cop five of the top 15 sales slots.

A heavier gauge aluminum Wear-Ever Premium fry pan slipped into the 14th slot. The original nonstick T-Fal, which had been in the doldrums awhile, is in ninth place with its new Royale design fry pan.

The fastest growing plastics merchandise appear to be Aurora pastry and cutting boards, which are displacing wood as easier-to-clean and more colorful products.

Drinkware movement tells us that crystal and very light solid tints are favored, while decorative patterns lag. Stemware is growing in our markets because we're a large wine selling area.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	VACUUMWARE			
1	A944DH Aladdin qt stanley btl w/hndl	1,427	41.39	59,063.53
2	SB95DH Aladdin qt rugged American btl	1,226	30.59	37,503.34
3	430 Thermos Ware Coffee Butler, white	1,311	24.75	32,447.25
4	570 Thermos ware Coffee Butler, brown	935	24.75	23,141.25
5	2421/3P6 Thermos flip-pour qt	1,990	10.61	21,113.90
6	250 Thermos Super quart 36 oz	2,368	8.90	21,057.40
7	2221/3P6 Thermos flip-pour pint	2,157	8.09	17,450.13
8	A945DH Aladdin 2-qt stanley btl w/bail	283	53.99	15,279.17
9	A943C Aladdin pt stanley bottle	419	35.99	15,079.81
10	2490 Thermos s'steel qt w/slide hol	439	33.29	14,614.31
11	2264-SF Thermos all st'el bottle pint	304	40.49	12,308.96
12	4215 Thermos unbreakables pint s/h	2,082	5.64	11,744.12
13	2202 Thermos pint permacase	1,578	7.01	11,762.78
14	WM 1040P Aladdin Hy-Lo w mouth plastic pint	1,147	9.89	11,343.83
15	4415 Thermos unbreakables qt s/h	1,422	7.55	10,736.10
	CLOSET			
1	133 flex tubular plstc hngr, almond	82,368	0.17	14,002.56
2	133 flex tubular plstc hngr, white	77,455	0.17	13,167.35
3	133 flex tubular plstc hngr, brown	73,164	0.17	12,437.88
4	133 flex Tubular plstc hngr, rust	63,492	0.17	10,793.64
5	11006 Sterilite shoe box, almnd lid	5,147	1.79	9,213.13
6	133 flex tubular plstc hngr, blue	36,888	0.17	6,270.96
7	44006 Sterilite sweater box almnd lid	1,470	4.04	5,938.80
8	4000 McMillan 1-piece vr shoe rck	1,560	3.58	5,584.80
9	5-4 Bev wood dress hngr set, 4	3,881	1.24	4,932.54
10	5800 SA Tamor Pk5 chld tubulars, asstd	3,648	1.25	4,560.00
11	T-159-2 Bev wood trouser hanger set 2	3,213	1.34	4,305.42
12	74006 Sterilite jumbo box almd lid	714	5.75	4,105.50
13	W2110 Corr-Pack strge chest wood	2,448	1.61	3,941.28
14	S-159-2 Bev wood skirt hanger set 2	2,915	1.34	3,906.10
15	C-30-2 Bev wood suit hanger set 2	2,232	1.61	3,593.52
	CLEANING/CHEMICALS			
1	137-72 Lola Exten-A-Puff 6-ft pole	1,834	7.19	11,748.46
2	045 Quickie automatic sponge mop	1,488	7.64	11,368.32
3	805-6 Quickie 100% corn brm w/hook	1,393	5.56	7,878.72
4	E/Z-1 Nat/Ruskin 96PC haw/hid sponge	101	78.90	7,758.90
5	900 Nat c/broom (20%) economy-4 sew	1,704	4.49	7,650.96
6	137-73 Lola Exten-A-Squeegee 6-ft pole	972	7.19	5,988.68
7	7274 O-Cel-O sponge hand S24pk BP40	5,927	1.07	6,341.89
8	705-6 Quickie poly fiber broom	1,122	5.21	5,845.62
9	508N Willert cedar m-balls 7-oz bag	4,643	1.25	5,803.75
10	N-1212 ideal squeegee 24" wood handle	2,544	2.24	5,698.56

Source: Bacar, distributor, San Jose, Calif., for the Nov. 1, 1984, to Jan. 31, 1985 period, covering 658 stores, including 480 mass merchandisers. Average retail prices reflect typical price points for mass merchandisers.

In its Hagerstown, Md., prototype, Nichols hangs red and yellow pans on baker's rack as focal point attracting shoppers to its moderately traded-up assortment. The department's visual focal point is the cookware-bakeware-gadgets atrium.

Closet

(Continued from page 44)

Customers especially don't want to see discord when bleary-eyed in the morning, so they're buying storage items with design," he said.

To make room for its revamped presentation, Caldor expanded by 4 ft., to a total of 20 ft., its displays of red, white, yellow and blue grid and tulip-patterned cardboard storage chests, vinyl suit and dress bags, organizers and shoe bags from $3.99 to $15.99.

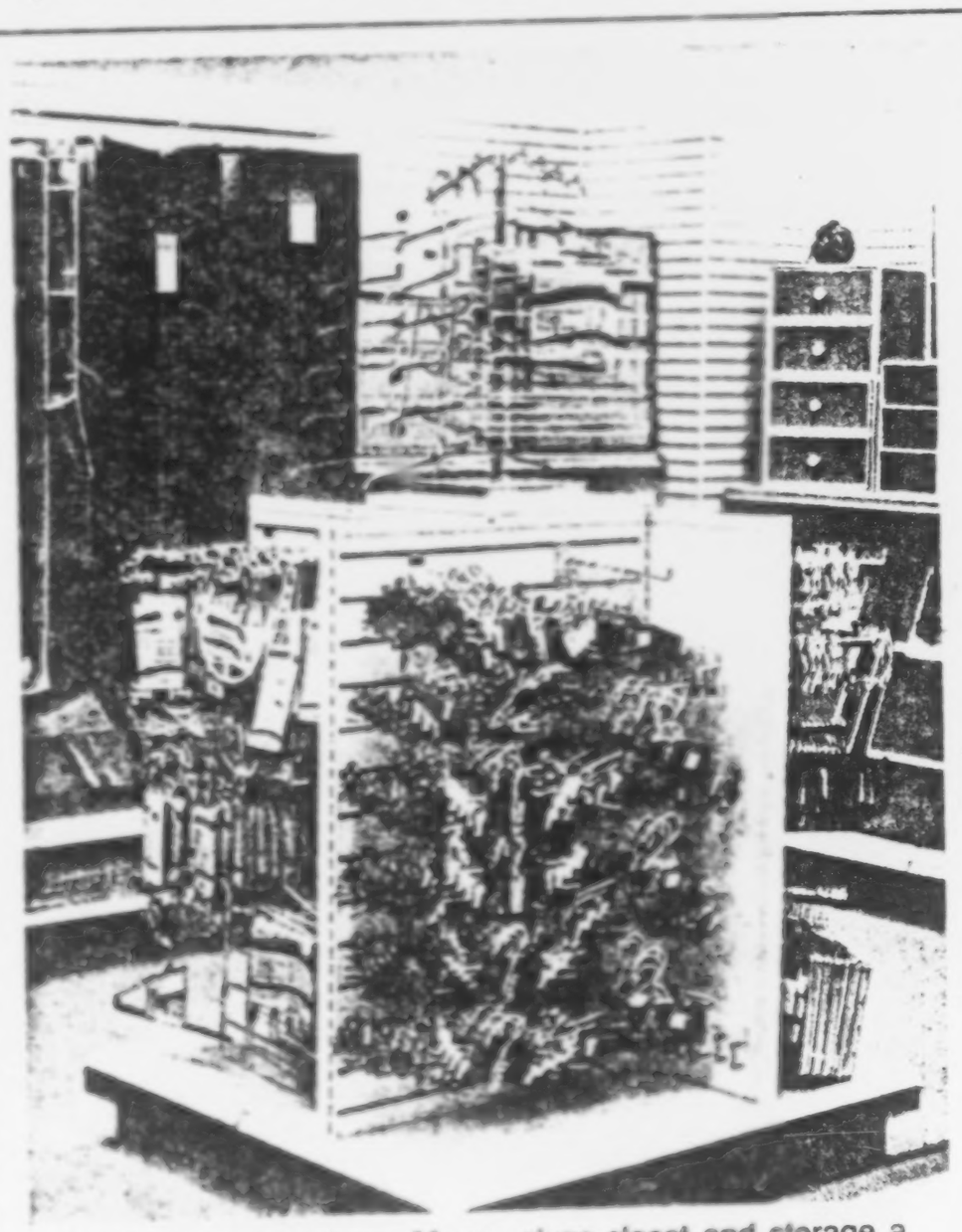
Also within that run are deemphasized midaisle displays of quilted white, or beige with brown piping, blanket and dress bags and woodgrain cardboard shoe chests, at $2.99 to $12.49. The gondola stands opposite a 20-ft. run of wood and plastic hangers and closet accessories.

Caldor, which garners nearly 40% of its annual closet volume during the May, August and September promotional periods, further segments the higher-ticket fashion closet items from utilitarian merchandise in its ads.

At those times, the chain typically advertises nearly each week only the tulip or grid pattern storage chests at 25%-35% below everyday prices. Yet customers will find nearly every storage item marked down on the shelves, said Fateman.

On a year-round basis, when advertising the closet category just once every five weeks, Caldor rotates merchandise in its ads among storage bags, hangers, chemicals and moth goods, he said, restricting ads of woodgrain cardboard chests to dollar day promotions.

This strategy has made closet one of housewares' best sales per square foot producers, contended Fateman, despite low (60-in.) gondolas which hold small amounts of the large scale merchandise and require frequent replenishment. The good part, he said, is that fashion items p[illegible]ve the run and can be s[illegible]arby aisles.



Bradlees, Framingham, Mass., gives closet and storage a high-identity shop presentation, using fashion colors. Hanging wall displays give garment bags, organizers and hangers visibility. *(DSN photo)*

K mart Corp.'s Biz Rose 14% in Feb.

TROY, Mich. — K mart Corp.'s consolidated sales in February increased 14% to $1,307,317,000, vs. $1,146,755,000 in February 1984.

Same-store volume in the K mart discount store arm showed only a 3.7% increase. There were 2,173 in operation in February 1985, up 16 from 2,157 last year.

Microwave

(Continued from page 41)

with the broader varieties at appliance stores.

Guhl will emphasize promoting smaller, less expensive units—particularly Litton's 0.5-cubic-foot subcompact Little Litton as an NIC which can be mounted under cabinets.

The chain sold 250 Little Littons last November at $189, down from an everyday price point topping $200, she said. Guhl predicts the Little Litton, a compact Litton and a Tappan model will outsell the other three full-sized units featured in the upcoming new catalog. The catalog's highest-price model is a 1.5-cubic -foot Litton at $379 daily.

Mirroring Edison's strategy, Ames is also expanding its assortment, but not at the high end. Buyer Jim Aglio said the chain doubled the number of units it is now carrying from two to four, and is staying in a low-to-medium price range.

Heck's is staying with last year's four-sku assortment priced below $300 and expects increased first-quarter promotions to help propel 10% sales gains in 1985.

The chain already ran its first ad in early February.

HOUSEWARES SHOW

s a country kitchen look with
ises potholders, mittens and
(DSN photo)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GLASSWARE			
1	Anchor 3600/672A Entrtnr set 40	672	33.29	22,370.88
2	Libbey 82486K 24-pc Bolero, gold	535	24.29	12,995.15
3	Libbey 82486D 24-pc Bolero, blue	638	19.79	12,626.02
4	Libbey 82486T 24-pc Bolero, tawny	600	19.79	11,874.00
5	Libbey 82437D BL Count Squire 24 pc	344	31.49	10,832.56
6	Anchor 1300/44 Moments 24 pc	356	26.99	9,608.44
7	Libbey 81837T Capri set tawny 18 pc	615	15.29	9,403.35
8	Anchor 3600/817 Terrace bev 24 pc	474	19.52	9,252.48
9	Libbey 81837D Capri set blue 18 pc	572	15.29	8,745.88
10	Libbey 82430K Go Cntry Gdn 24 pc	345	25.19	8,690.55
11	Anchor BB 3100/324 Plaza Bl 18 pc	543	15.74	8,546.82
12	Libbey 82443 Impromptu Cry 24 pc	366	20.69	7,572.54
13	Libbey 81837K Capri set gold 18 pc	472	15.29	7,216.88
14	Libbey 82482 Chivalry 24 pc	237	26.99	6,396.63
15	Anchor 100/590 Hawthorne 3-pc jar	340	17.09	5,810.60
	CORNING			
1	V300 Visions 6-pc s pan set	307	46.79	14,364.53
2	V5 Visions 5-qt covd saucepan	442	24.29	10,736.18
3	F260 French white 3-pc set	291	30.14	8,770.74
4	F330 Fr wh 4-pc set	175	49.49	8,660.75
5	P104-8 spice teapot	453	18.89	8,557.17
6	F2 Fr Wh 2.5-qt ov covd casa	360	20.96	7,545.60
7	V20 Visions cov dbl boiler	238	26.99	6,423.62
8	V2½ Visions 2½-qt spa	290	21.59	6,261.10
9	V3½ ST Visions 3½-qt cov steam	250	23.66	5,915.00
10	P240 Grab-a-meal	448	11.69	5,237.12
11	V1 Visions 1-qt cov saucepan	347	14.84	5,149.48
12	P104 teapot	286	17.09	4,887.74
13	A300 Kitchen starter set	126	37.79	4,761.54
14	P150 Grab-it	426	9.71	4,136.46
15	P168-60 teapot 8-cup blueby	157	23.12	3,629.84

(Continued on page 62)

Trading Up Gets More Selective

By HAROLD RUBIN
President,
HalMar Distributors

Discounters who went overboard trading up last year might spend 1985 retrenching from the high-end postures they assumed.

PMA PRODUCT MOVEMENT AUDIT

Considering the economy, this year few discounters will stretch to trade up their assortments. Instead, they'll be more selective than ever in stepping up to costlier, better quality merchandise only where it makes sense.

This is the year of back to basics, and wide assortments in ample quantity. That's because discounters have to service a broader range of customers than the upscale shopper many chains sought to capture last year.

Discounters will reassert their positions with low and middle income customers, because shoppers with extra money are buying cars, video decks and televisions instead of high-ticket housewares. The drop in interest rates to about 12% allows them to make the big purchases they couldn't afford last year.

The result: in 1985, they'll buy, say, a $49 cookware set, thinking it's good enough, rather than a $79 set.

Retail sales activity this past December and January triggered a lot of the back-to-basics thrust we expect this year. The last two weeks in December were great across-the-board. The surprise was that when we went to refill basics stocks in January, entire categories were wiped out.

We never before experienced such a decimation of basic products. But we expect the current consumer attitude to continue throughout 1985.

In January, almost every ma-

(Continued on page 62)

Trading Up

(Continued from page 60)

jor housewares vendor promoted key items—particularly in cookware, glassware and accessories. The specials were on better quality, more popular items this time than ever; promos were usually spread among a, b and c offerings. It reflects the fact that manufacturers were panic stricken about price competition, so they made their best possible showing.

It enabled discounters to take strong promotional stances on basics this winter, which are continuing as chains manage to work off still high inventories from the Christmas season.

Adding It Up

Most discounters are keeping their housewares department sizes and category footage allocations stable. They're using promotions more and more to produce sales gains. In the Northeast, we see chains buying items for promos they don't normally carry simply to increase sales.

As a result, the competition in ads is getting very stiff. Buyers will have to become more imaginative to create distinctive promotions for their chains.

The rapid contraction among housewares manufacturers is, perhaps unexpectedly, contributing to stable prices this year. With fewer suppliers, each is more open to scrutiny, making manufacturers more reluctant to take significant price increases.

In addition, the contraction is slowing down new product development. We expect manufacturers to concentrate instead on dressing up their middle offerings with new colors or designs that distinguish their products without adding to the cost.

Manufacturers are deeper in inventory positions this year—the result of lower interest rates enabling them to buy in more raw materials and make them willing to produce more. As a result, ordering lead times could drop about 20% in 1985, easing the forecast burdens for discounters.

Suppliers realized that their defensive economic game (of keeping lean inventories) made their market share vulnerable—particularly since discounters are stepping up direct importing efforts, and a few major housewares manufacturers are assuming aggressive promotional leadership stances.

A Closer Look

Discounters might soon be buying as much as 10%of their housewares assortments overseas, up from 4% last year.

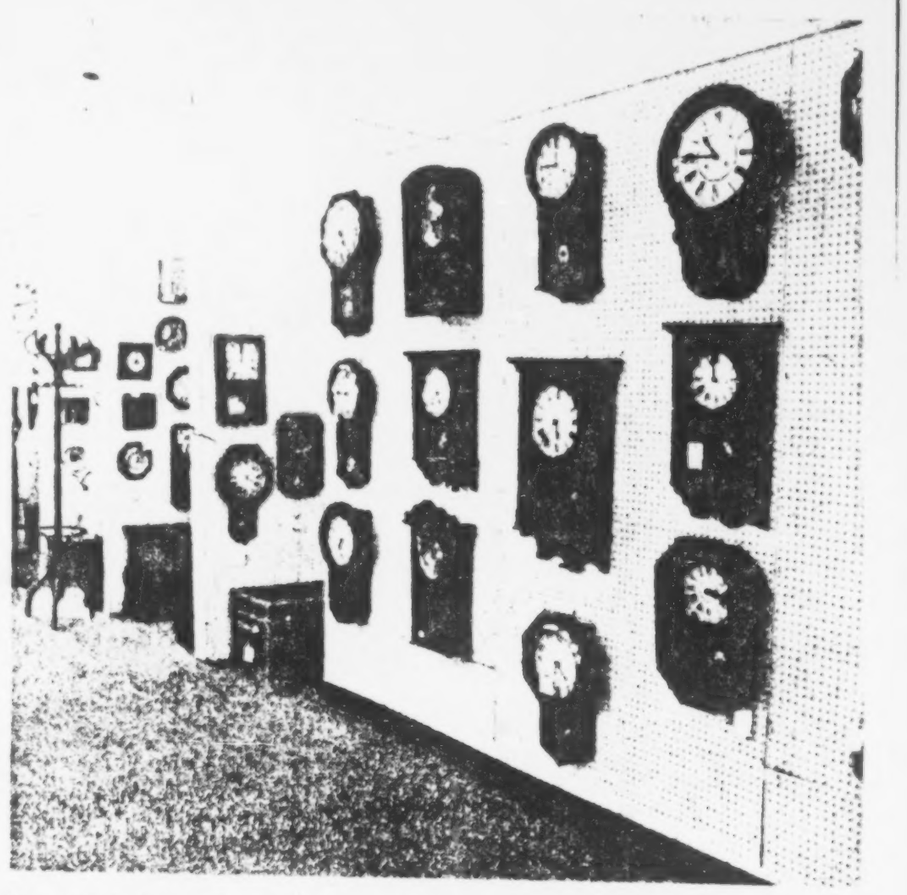
The economic rebound—marked by more housing starts, lower inflation and lower interest rates—should help drive discounter housewares sales to 5% gains this year. Only 2% of that will be real gains, 3% from inflation, and anything beyond that from increased promotions.

In our markets, low-end cookware sets retailing at $19.99 to $49.99, microwave accessories sets and 18- and 24-piece glassware sets rank among our leading growth categories—continuing a trend we attribute to new household formations and a resurgence in home entertainment.

Discounters are leaning toward 18- and 24-piece glassware sets because they can advertise them effectively at price points under $15. In addition,

(Continued on page 64)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	COOKWARE			
1	Ekco 64110 bakers cookie sheet	4,972	4.40	21,876.80
2	Ekco 64100 bakers cookie sheet	3,395	3.95	13,410.25
3	Ekco 54110 cookie sheet	4,477	2.69	12,043.13
4	Ekco 64260 bakers roast/bake	2,098	5.39	11,308.22
5	Ekco 64080 bakers cookie sheet	3,473	3.23	11,217.79
6	Normandy 312G saucepot 12-qt bone	702	14.39	10,101.78
7	Foley 38279 saute pan 12"	902	10.79	9,732.58
8	Ekco 64470 bakers loaf pan	2,609	3.59	9,366.31
9	Ekco 64200 bakers 12-cup muffin	1,948	4.76	9,272.48
10	Ekco 64330 bakers db cake pan	2,282	3.95	9,013.90
11	Nordic 61664 grill pan s/s	496	17.99	8,923.04
12	Hillside HM50 sp layer cake-loose bot	1,007	7.55	7,602.85
13	Ekco 54100 cookie sheet	3,019	2.51	7,577.69
14	Foley 38079 saute pan 10"	930	8.09	7,523.70
15	Wear-Ever 26032 chef fry pan 12"	598	11.69	6,990.62
	TABLETOP			
1	Corelle 16-23 16-pc set MB	1,493	32.84	49,030.12
2	Corelle 16-1 16-pc set green	1,338	32.84	43,939.92
3	Corelle 16-29 16-pc set R Bou	1,286	32.84	42,232.24
4	Corelle 16-4 16-pc set gold	1,228	32.84	40,327.52
5	Corelle 16-24 16-pc set burgundy	1,118	32.84	36,715.12
6	Corelle 16-5 16-pc set blue	1,032	32.84	33,890.88
7	Xpres 2020-7 20-pc wildflower	346	60.26	20,849.96
8	Xpres 2020-12 20-pc Ind Summ	344	60.29	20,739.76
9	Xpres 2020-13 20-pc Meadow	344	60.29	20,739.76
10	Xpres 2020-22 20-pc Win Rose	343	60.29	20,679.47
11	Corelle 16N 16-pc white	552	32.84	18,127.68
12	Corelle 2 43-95 43-pc colonial	136	98.99	13,462.64
13	Corelle 2 2025 20-pc solitr	303	43.19	13,086.57
14	Corelle 2 20-26 20-pc F Spray	288	43.19	12,438.72
15	Corelle 2 20-95 20-pc colonial	280	43.19	12,093.20



Key Catalog, Macon, Ga., displays an entire wall of antique-look wall clocks like cabinet, octagon and railroad clocks, with a wide spread of price points that range from $60 to over $150.

Expansive gadget runs, as at Bigg's, Cincinnati, are becoming increasingly common at full-line discounters. Many are trading up to assortments ranging in price up to $5. *(DSN photo)*

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	PLASTICS			
1	Schulte 418 4 shelf rack 18x33	448	14.84	6,648.32
2	Schulte 324 3 shelf rack 24x22	460	14.39	6,619.40
3	Schulte 1236W shelf 12x36	486	11.69	5,681.34
4	Schulte 318 3 shelf rack 18x22	474	11.69	5,541.06
5	Schulte 312 3 shelf rack 12x22	540	9.44	5,097.60
6	Sterilte 7400 jumbo storage box	798	6.11	4,875.78
7	Schulte 1248W shelf 12x48	282	14.39	4,057.98
8	Schulte 12SBW shelf brkt 11"	1,877	2.15	4,035.55
9	Eagle E2757 2-qt juice dectr clr	1,948	2.06	4,012.88
10	Schulte 218 2 shelf rack 18x11	456	8.09	3,689.04
11	Schulte 1224W shelf 12x24	453	8.09	3,664.77
12	Tucker T334 trash can 22 gal	372	8.99	3,344.28
13	Vanderbilt 751 nylon baster	2,437	1.25	3,046.25
14	Sterilte 1100 sm strg box	1,611	1.79	2,883.69
15	Sterilte 4400 lg strg box	638	4.49	2,864.62
	CLEANING/CHEMICALS			
1	Lysol 2121 18-oz spray	3,264	4.85	15,830.40
2	Fantastik 271 32-oz spray	4,571	2.60	11,884.60
3	Woolite 6160 32-oz wash	1,881	5.75	10,815.75
4	Scotch Guard FC 4101 16 oz	1,488	7.19	10,698.72
5	215 Easy-on starch 22 oz	5,352	1.97	10,543.44
6	0338 Pledge furn pol lem 7 oz	4,680	1.97	9,219.60
7	50-D Con mouse pruf 2 oz	5,760	1.43	8,236.80
8	159 Vanish autom 12 oz	3,756	2.15	8,075.40
9	Dawn liq detgt 32 oz	2,424	3.32	8,047.68
10	201 D Con ready mix 16 oz	2,371	3.32	7,871.72
11	Murphy oil soap liq 32 oz	2,118	3.59	7,603.62
12	CPSSOO all-purp sp clnr gal	1,776	4.13	7,334.88
13	344 J Wax lem ser 14 oz	2,808	2.51	7,048.08
14	141 J Wax brite 16 oz	3,192	2.15	6,862.80
15	146 Mr Muscle 19.2 oz	2,316	2.96	6,855.36

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	RUBBERMAID			
1	2965 laundry basket almd	2,759	5.93	16,360.87
2	2965 laundry basket choc	2,756	5.93	16,343.08
3	2864 fliptop basket choc	1,419	8.54	12,118.26
4	0450 bath mat lt bl	3,110	3.86	12,004.60
5	6032 drainer almd	1,709	6.74	11,518.66
6	2850 basket lift lid choc	1,308	8.54	11,170.32
7	2951 dish pan almond	3,292	3.32	10,929.44
8	0450 bath mat white	2,820	3.86	10,885.20
9	2864 fliptop basket almd	1,243	8.54	10,615.22
10	2850 basket lift lid almd	1,164	8.54	9,940.56
11	6032 dish drainer choc	1,422	6.74	9,584.28
12	3871 serv sav 5-cup sq almd	4,192	2.06	8,635.52
13	7041 bath mat white	1,472	5.84	8,596.48
14	1181 drain tray almd	1,899	4.49	8,526.51
15	3860 Serv Sav 4-cup rect almd	4,465	1.88	8,394.20
	PYREX			
1	2344 Org obl bake dish	1,639	8.90	14,587.10
2	516 Org meas cup	3,758	3.14	11,800.12
3	233 Util dish	1,632	6.74	10,999.68
4	2106 Org 10" pie plate	3,234	3.23	10,445.82
5	2330 3-qt bake dish and basket	577	17.81	10,276.37
6	508 Org measure cup	3,726	2.60	9,687.60
7	463D custard cup	2,370	3.77	8,934.90
8	232 util dish	1,520	5.84	8,876.80
9	2296 pie plate	2,628	3.05	8,015.40
10	213 loaf dish	2,049	3.50	7,171.50
11	222 Org Cake dish sq	1,404	4.76	6,683.04
12	6840 2-qt casserole and basket	364	17.81	6,482.84
13	684M 2-qt cov casserole	912	6.83	6,228.96
14	233M 3-qt rect baking dish	808	7.46	6,027.68
15	532 Org measure cup	1,233	4.67	5,758.11
	BATH			
1	Magnolia M100 molded toilet seat white	694	9.44	6,551.36
2	Magnolia M3000A padded seat white	316	17.54	5,542.64
3	Selfix N443 portable shower spray	523	10.34	5,407.82
4	Ekco 38890 toilet tissue holder	1,478	2.51	3,709.78
5	Ekco 38160 24 twin towel bar	768	4.76	3,655.68
6	Magnolia M3000A padded seat bl	208	17.54	3,648.32
7	Selfix C441 shampoo spray	1,612	2.24	3,610.88
8	Magnolia M3000A padded seat parchmt	202	17.54	3,543.08
9	Ekco 38110 18" towel bar	1,301	2.69	3,499.69
10	Magnolia M3000A padded seat br	191	17.54	3,350.14

(Continued on page 64)

Catering to the inexpensive storage needs of newly formed households, Caldor, Norwalk, Conn., recently promoted yellow, red, brown and beige milk crates at $3.49 and $6.49.

HOUSEWARES SHOW

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	MICROWAVE			
1	Anchor PM 40/126 corn popper	2,058	14.39	29,614.62
2	Anchor PM 469/T1 bacon rack	3,692	7.91	29,203.72
3	Corning M-W-2 grill	852	24.74	21,078.48
4	Anchor PM 488/T1 divided dish w/cover	2,635	7.91	20,842.85
5	Anchor PM 481/T1 versatility	2,360	7.91	18,667.60
6	Anchor PA 600-112 turntable	444	41.39	18,377.16
7	Anchor PM 444/T1 cookie sheet	2,000	7.91	15,820.00
8	Corning MWA 10 cov brwning skillet	612	25.19	15,416.28
9	Anchor PM 480/T1 4-qt sim cook	824	14.39	11,857.36
10	Anchor PM 447/T1 muffin tin	1,342	7.91	10,615.22
	GADGETS			
1	Intermatic D111B plug-in timer	1,487	8.99	13,368.13
2	407-21 hand Swing Away	2,351	5.03	11,825.53
3	107 Swing Way Jr opener	3,643	2.60	9,471.80
4	Rhodes 29035-UC timer almd	1,229	7.64	9,389.56
5	Helmac 39 RC lint refill	4,141	2.06	8,530.46
6	Helmac HB 300 lint brush	2,483	3.14	7,796.62
7	Range Kleen 102 range reflector 8"	2,439	3.05	7,438.95
8	Helmac 39C lint pic-up	3,800	1.88	7,144.00
9	Intermatic D811B cordless timer	563	12.59	7,088.17
10	Range Kleen 101 range reflector 6"	2,593	2.60	6,741.80

Source: HalMar Distributors, Holyoke, Mass., for the Jan. 1 to Feb. 4, 1985 period, covering more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount chains.

Trading Up

(Continued from page 62)

four-color litho packaging makes the sets compatible with the improved tabletop presentations being created at many chains.

Microwave accessories sales are growing because the household penetration of microwave ovens in our New England markets is rising rapidly from last year's meager 4% level. Accessories sales may be peaking in other parts of the country, but they're still very strong in the Northeast.

However, the proliferation of accessories mandates that discounters limit themselves to three lines in a good and better approach to avoid confusing customers.

Food storage will also continue to surge this year, thanks to improved packaging, stepped up advertising and new products offered by manufacturers such as Rubbermaid, Eagle and Republic.

The explosive growth in food storage is about to rub off in small plastics, which will undoubtedly benefit from updated packaging concepts in primary colors. Discounters who've expanded their food storage displays seem inclined to dress up small plastic adjacencies, and accept the new look in items like tumblers, butter dishes and cutlery trays.

Price Drop

Corning recently dropped prices on many of its products, and has become highly promotional on Corelle in its fight to keep market share against imports like 16-pc. Brazilian ironstone sets, which many chains are advertising at less than $10.

We were glad to see Corning support its Visions see-through stovetop cookware by advertising it on the Grammy Awards telecast. Visions currently dominates that manufacturer's current offerings, and continues to gain strength as the line is broadened.

Ekco's Baker's Secret still outstrips the rest of the bakeware market, with cookie sheets and tea biscuit pans among the best sellers. Ekco's higher priced Classics line, with fluted designs and scalloped forms, didn't catch on at discounters, though.

COOKWARE

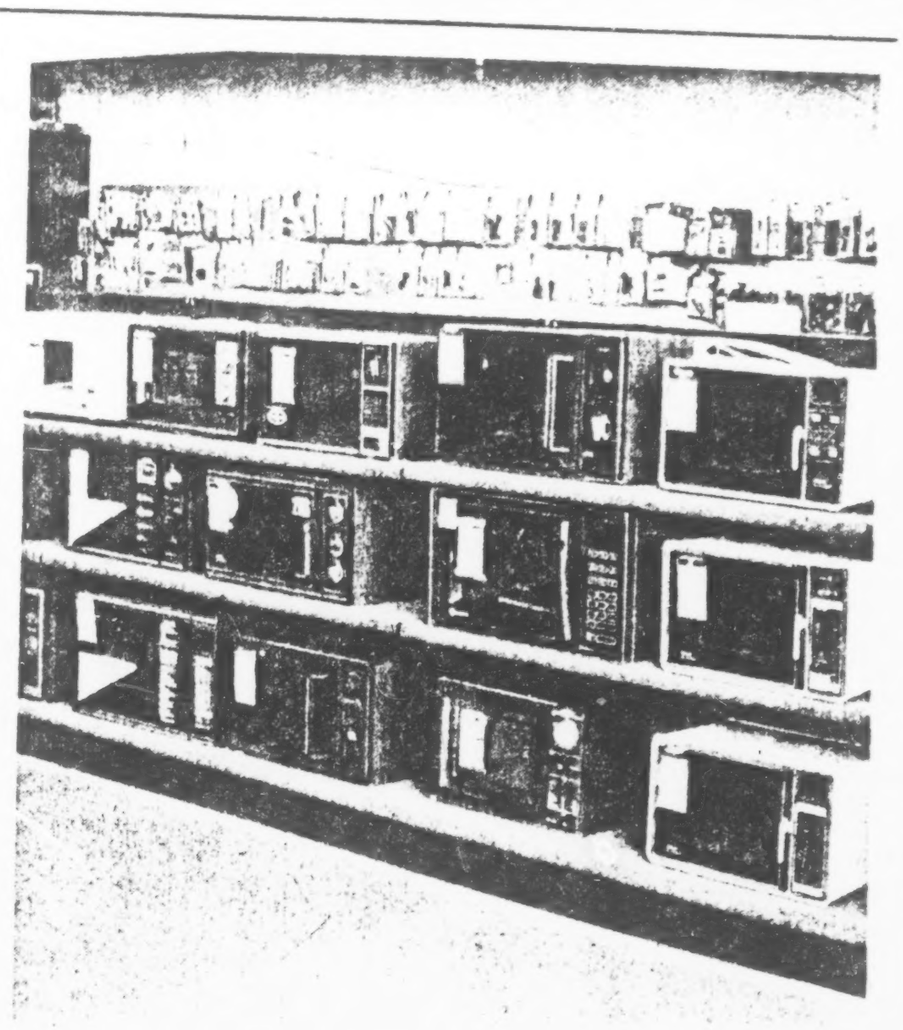
$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Mirro 1487-34 7-pc ckware	4,059	21.53	87,390.27
2	Mirro M-1450-34 10" frypan	4,290	4.90	21,021.00
3	Foley 397-79 7-pc cook set	729	27.30	19,901.70
4	Mirro M-1452-34 12" frypan	2,208	7.43	16,405.44
5	Regal W750/750HB cook set 7 pc	541	27.92	15,104.72
6	Wear-Ever 26032 saute frypan 12"	1,307	10.30	13,462.10
7	Mirro M-1458-34 8" frypan	3,900	3.42	13,338.00
8	Wear-Ever 26030 saute frypan 10"	1,531	8.40	12,860.40
9	Foley 297-93 7-pc cookware set	334	33.46	11,175.64
10	Wear-Ever 56027 7-pc set	278	39.06	10,858.68
11	Wear-Ever 26028 saute frypan 8"	1,429	6.21	8,874.09
12	Regal W3270 10" gourmet pan	1,630	5.23	8,524.90
13	Mirro M0932-36 tkettl cho	1,523	5.11	7,782.53
14	Kenc 2-28100 7-pc cock set	200	39.79	7,958.00
15	Mirro C7966 cov pot 16 qt	621	12.46	7,737.66

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Durand 8050130 24-pc Lancer	2,361	14.91	35,202.51
2	Anchor 3600/810 24-pc	3,351	10.29	34,481.79
3	Anchor 1500/7 Crwn Punch 18	2,188	14.64	32,032.32
4	Anchor 3600/627A Entern 40	801	22.54	18,054.54
5	Anchor 300/271B Arlington 26	1,024	15.89	16,271.36
6	Anchor 300/271A Arlington 18	1,232	11.94	14,710.08
7	Durand 8009094 18-pc Lancer Set	792	13.65	10,810.80
8	Durand 3053146 Tivoli 24-pc	1,104	9.38	10,355.52
9	Anchor 3600/722 7-pc Clr Set	976	6.09	5,943.84
10	Durand 3053188 Harmony Set 18	489	9.52	4,655.28
11	Libbey 82443 Clr Impromp 24	362	10.60	3,837.20
12	Libbey 82443M B1 Impromp 24	272	10.60	2,883.20
13	Send 4000/18 Vista Set 18 pc	341	6.16	2,100.56
14	Durand 8054116 Wheat Set 20 pc	900	19.08	1,717.20
15	Send N4200/18 Sherwood Set 18 pc	274	6.16	1,687.84

MICROWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Anchor PM469/T1 bacon rack	15,941	5.40	86,081.40
2	Anchor PM86/T1 divdd plate	14,302	5.40	77,230.80
3	Anchor PM481/T1 utility pan	9,008	5.40	48,643.20
4	Anchor PM400/126 popcorn ppr	4,752	10.10	47,995.20
5	Anchor PM477/T1 muffin pan	8,682	5.40	46,882.80
6	Anchor PA 600/112 turntable	1,562	29.21	45,626.02
7	Anchor PM444/T1 bake sheet	7,375	5.40	39,825
8	Anchor PM480/T1 4-qt cooker	3,756	10.09	37,898.04
9	Anchor PM446/T1 rd bacon rk	6,815	5.40	36,801.00
10	Anchor PM400/131 main dish	5,972	4.70	28,068.40
11	Anchor PM479/T1 roast rack	4,475	5.40	24,165.00
12	Anchor PM400/145 crispr/grd	1,263	19.09	24,110.67
13	Anchor PM400/129 sidedishes	4,386	4.70	20,614.20
14	Anchor PM490/T1 loaf pan	3,797	5.40	20,503.80
15	Anchor PM459/T1 baking ring	3,633	5.40	19,618.20



Federated Group, Burbank, Calif., caters to a strong West Coast market for microwave ovens with a broad mix, including under-1-cubic-foot models. *(DSN photo)*

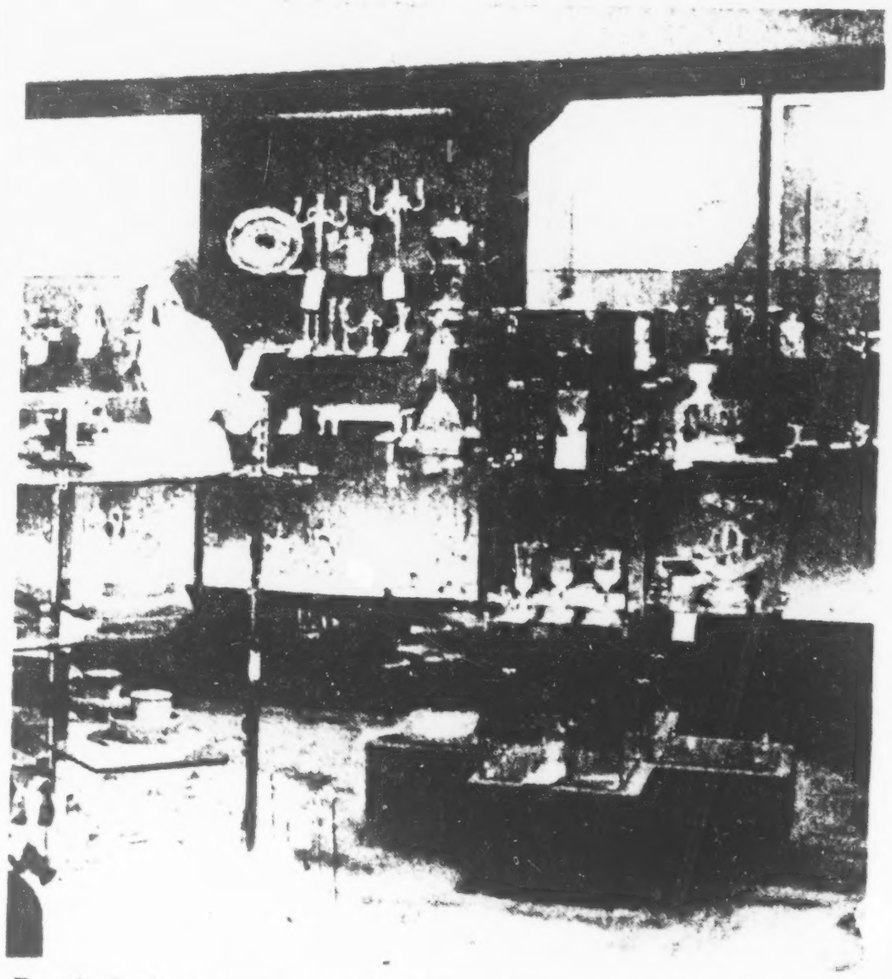
TABLE TOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Corelle 16-23 16-piece set, mb	3,963	23.21	91,981.23
2	Corelle 16-4 set, gold	3,591	23.21	83,347.11
3	Corelle 16-1 set, grn	3,451	23.21	80,087.71
4	Corelle 16-24 16-piece set, burg	2,288	23.21	53,104.48
5	Corelle, 16-N set, white	1,636	23.21	37,971.56
6	Corelle 16-5 set, blue	1,511	23.21	35,070.31
7	Corelle 16-29 16-piece set, bourg	1,478	23.21	34,304.38
8	Corelle 35-4 35-piece set, gold	518	55.99	29,002.82
9	Corelle 35-23 35-piece set, lb	491	55.99	27,491.09
10	Corelle 20-95 35-piece set, green	453	55.99	25,363.47
11	Corelle 108-4 Med plate gold	1,159	9.19	10,651.21
12	Corning 106-4 Sm Plate Gd	1,203	8.61	10,357.83
13	Corning 106-1 Sm Plate Gr	1,197	8.61	10,306.17
14	Corelle 108-1 Med Plate Gr	1,058	9.19	9,723.02
15	Corning 410-4 Sm Bowl Gld 10	1,120	0.61	9,643.20

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Mafr 66TT toilet set wht	2,668	7.77	20,730.36
2	Mafr 130 toilet seat wht	540	12.59	6,798.60
3	Naut N1450BC classic abnt	90	73.65	6,628.50
4	Naut N8773 essex oak cbnt	158	38.23	6,040.34
5	Selfix 2208-94 tissue holder	4,653	1.25	5,816.25
6	Selfix 443-94 portable showr	694	8.27	5,739.38
7	Mafr 44D toilet seat wht	619	9.24	5,719.56
8	Naut N323LW ventura cabnt	110	42.05	4,625.50
9	Mafr 13D toilet seat blue	365	12.59	4,595.35
10	Magn M100 toilet seat wht	588	7.71	4,533.48
11	Ekco 38110 18" towel bar	2,183	2.07	4,518.81
12	Ekco 38170 24" towel bar	1,787	2.42	4,334.54
13	Coun 410N-90 wckr scale	272	14.65	3,984.80
14	Kelg 210C bowl brush plas	4,164	0.94	3,914.16
15	Mafr 13D toilet seat gold	306	12.59	3,852.54

(Continued on page 78)



Best's fashion focus on silverware and crystal in Culver City, Calif., involves the use of such new fixtures as X-shaped glass showcases (r.), along with traditional displays. *(DSN photo)*

HOUSEWARES SHOW

CORNING

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	V20 1.5 qt dbl boiler	1,144	20.68	23,886.72
2	V2.5 covered pan, 2.5 qt	1,225	16.74	20,506.50
3	V1 covered saucepan 1 qt	1,702	11.48	19,538.96
4	A500-8 Chef Master spc	301	58.14	17,500.14
5	A338 Trio set spice	793	20.66	16,383.38
6	A33 Trio set crnflwr	881	17.81	15,690.61
7	A500 Chef Master crnflwr	262	54.00	14,148.00
8	V5 covered pan 5 qt	638	19.10	12,185.80
9	A337 Trio sl widflwr	500	20.66	10,330.00
10	V1.5 covered pan 1.5 qt.	753	13.39	10,082.67
11	A5 5-qt sauce pan crnflr	549	17.46	9,585.54
12	A3 covered saucepan	646	14.82	9,573.72
13	A38 covered saucepan 3	538	15.69	8,441.22
14	A58 5-qt sc pan spc	427	18.32	7,822.64
15	A1.58 covered da spc	602	11.34	6,826.68

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2330 bake dish/baskt	1,076	13.57	14,601.32
2	6840 casserole/baskt	765	13.57	10,381.05
3	532 32-oz measure cup	2,636	3.58	9,436.88
4	209 pie plate 9"	4,058	2.24	9,089.92
5	508 8-oz measure cup	4,440	1.98	8,791.20
6	6236F casserol/baki	971	8.13	7,894.23
7	2326F 2-qt dsh/baki	867	9.10	7,889.70
8	233 utility dish 3 qt	1,415	5.21	7,372.15
9	7020 2-qt casa w/bakt	540	13.57	7,327.80
10	221 round cake	2,542	2.85	7,244.70
11	300-61 bowl set frst	663	10.68	7,080.84
12	232 utility dish 2 qt	1,573	4.48	7,047.04
13	300-95 3-pc bowl cl m	649	10.68	6,931.32
14	763 3-qt dish w/cover	746	9.01	6,727.46
15	234 4-qt baking dish	967	6.86	6,633.62

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2965 Almond laundry basket	4,807	5.07	24,371.49
2	2892 20-gal can	1,248	14.14	17,646.72
3	2864 Choc swing top	1,908	7.45	14,214.60
4	2884 Almond swing top	1,540	7.45	11,473.00
5	0450 Bath mat lt blue	3,658	2.91	10,644.78
6	0450 Bath mat white	3,324	2.91	9,672.84
7	2843 Hooded can coc	740	12.77	9,449.80
8	2965 Choc Laundry basket	1,764	5.07	8,943.48
9	0450 Bath mat choc	2,662	2.91	7,746.42
10	2843 Hooded can almond	580	12.77	7,406.60
11	8765 Ice cube tray prepack	5,398	1.37	7,395.26
12	0450 Bath mat almond	2,424	2.91	7,053.84
13	1291 Choc sink mat	3,045	2.24	6,820.80
14	1291 Almond sink mat	2,903	2.24	6,502.72
15	6008 Dish drainer almond	1,194	4.98	5,946.12

Source: Schreiber, distributor, Lititz, Pa., for the Nov. 1, 1984, to Jan. 31, 1985 period, covering 625 stores, including 545 discount stores in the Northeast, Southeast, mid-Atlantic and North Central regions. Average [illegible] points for discount chains.

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Swingaway 407/1 Port Open Asst	2,218	4.43	9,825.74
2	Rhodes 29006 Marktime Timer	1,301	6.38	8,300.38
3	Aluminum Hawrs 1574 4Pk Parking Knife	5,856	1.41	8,256.96
4	Brom 119 4 Sided Grater	5,178	1.47	7,611.66
5	Ekco 30401 Pan Turner Nylon	3,942	1.53	8,031.26
6	Ekco 30761 Small Turner Nylon	3,928	1.53	6,009.84
7	Ekco 30431 Jumbo Turner Nylon	3,544	1.47	5,209.68
8	Ekco 30081 Basting Spoon	4,218	1.17	4,935.06
9	Arrow 13 Measure Cup Set	4,069	1.20	4,882.80
10	Trav 6666 Sunbeams	3,863	1.17	4,519.71
11	Aluminum Hawrs 377 Adjstbl Cheese Slcr	3,995	1.13	4,514.35
12	Ekco 30221 Slotted Spoon	3,724	1.17	4,357.08
13	Aluminum Hawrs 1554 Steak Knives	2,293	1.86	4,264.98
14	Ekco 00050 Peeler	3,371	1.25	4,213.75
15	Ekco 30481 Basting Spoon Nylon	2,696	1.53	4,124.88

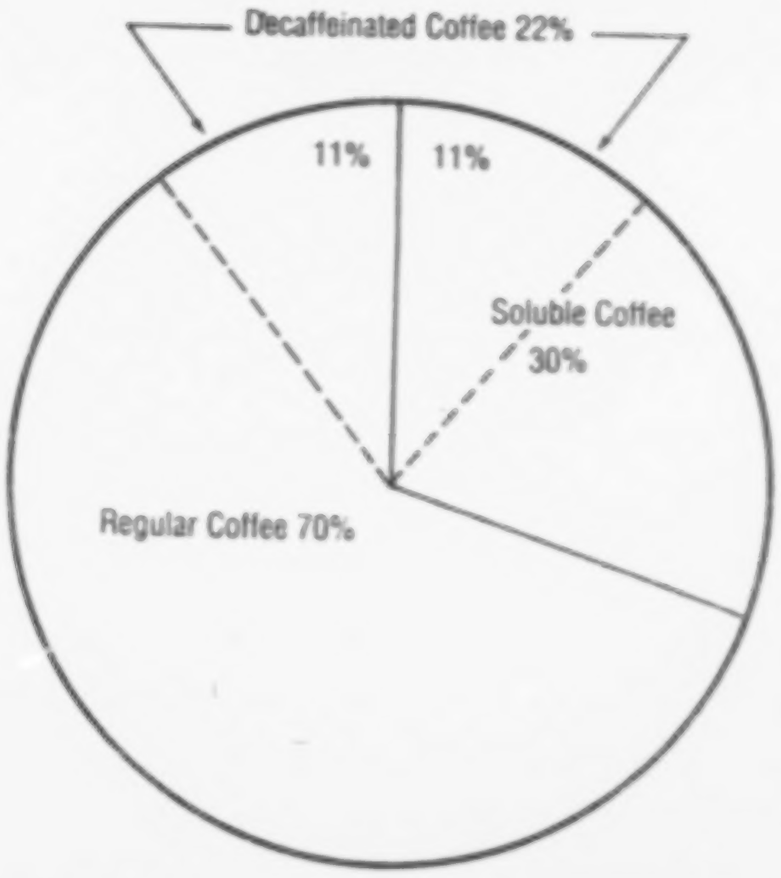
CLOSET SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Mabx 288 moth balls 1 lb	8,324	1.22	10,155.28
2	Lee 3x66 garment rak brwn	790	12.32	9,732.80
3	Corr M755 3-pc skirt hang	4,078	1.82	7,421.96
4	Corr M766 4-tier skirt rk	2,664	2.18	5,807.52
5	Corr C2806 underbed ch cd	4,032	1.34	5,402.84
6	Corr M730 5 sw arm slk rk	2,200	2.38	5,236.00
7	Corr C2410 stor chest cdr	3,883	1.34	5,203.22
8	Lee 1567 stor closet brn	194	24.99	4,848.06
9	Corr W2112 sm 4 drawer chl	594	7.53	4,472.82
10	Corr M713 W blous/slk hng	2,109	1.89	3,986.01
11	Corr W940H 2 wood pnt hang	2,943	1.33	3,914.19
12	Mabx 447 para nugts 2.5	864	4.34	3,749.76
13	Lee 3150 overdoor rack	289	12.95	3,742.55
14	Corr M732 5-tier slk rack	2,013	1.79	3,603.27
15	Wall 616 expand coat rack	2,818	1.26	3,550.68

CLEANING AIDS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Magl 20 easy wipes, 20 pk	8,026	1.26	10,112.76
2	Kelg 869 jusky scrub	6,584	1.26	8,295.84
3	Kelg 845 counter duster	5,651	1.40	7,911.40
4	Chic 88000 stretch 'n dust	5,155	1.48	7,629.40
5	Kelg 851 bath brush	3,456	1.26	4,354.56
6	Magl 1346 deluxe gloves M	3,396	1.26	4,278.96
7	Kiev 18 Hoover upright bag	5,477	0.74	4,052.98
8	Magl 1347 deluxe gloves L	2,843	1.26	3,582.18
9	Magl 18 easy wipe cloths	4,427	0.77	3,408.79
10	Amsp 9CW big job sponges	2,646	1.23	3,254.58
11	Magl 1345 deluxe gloves S	2,484	1.26	3,129.84
12	Shmn 95 feather duster	4,020	0.77	3,096.40
13	Kiev 26 all uprite vc bag	4,113	0.74	3,043.62
14	Kelg 826 shoe brush	2,353	1.28	2,964.78
15	Guad 01-12 one wipe cloth	2,110	1.33	2,806.30

Types of Coffee Consumed



Source: International Coffee Organization

Decaffeinated coffee accounted for 22% of all coffee consumed in 1984, up 1% from the previous year, with the amount consumed split evenly between regular and soluble (instant) coffee.

% of U.S. Households Using Coffee-Making Items

Product	1975	1981	1982	1983	1984	Percentage-Point Change 1975-84	Percentage-Point Change 1983-84
Electric percolator	51	27	24	22	19	−32	−3
Electric drip	7	49	52	52	55	+48	+3
Regular percolator	24	12	10	10	10	−14	0
Drip pot	9	6	7	9	9	0	0
Filter cone	4	3	4	4	4	0	0
Steeping pot	3	2	2	2	3	0	+1
Vacuum coffeemaker	2	1	—	—	—	−2	—

Source: International Coffee Organization

Electric drip coffeemakers, now used by 55% of U.S. households, have gained in popularity, mostly at the expense of electric and regular percolators. The only other coffee-making item gaining usage last year was the steeping pot.

Coffee Cups Per Person/Per Day

	1962	1981	1982	1983	1984	Percentage-Point Change 1962-84	Percentage-Point Change 1983-84
All Coffee	3.12	1.92	1.90	1.85	1.99	−1.13	−0.14
Regular	2.457	1.38	1.33	1.31	1.44	−1.01	+0.13
Soluble	0.67	0.54	0.56	0.53	0.54	−0.13	+0.01

Source: International Coffee Organization

Coffee drinking is on the upswing for the first time since 1979. Last year 57.3% of the nation drank coffee, up 2.1% from the year before. On a per cup per day basis, coffee drinking rose an overall 0.14%, led by a pickup in regular blends.

Coffee Gains, Stimulated by Brewed Decaf

NEW YORK — Sales gains of brewed decaffeinated coffee were large enough last year to drive the first overall national coffee consumption gains since 1979.

Brewed's popularity has also spurred electric drip coffeemakers' leap to dominance as the nation's preferred coffee-preparation item.

Last year saw a 2.1% rise in the nation's share of coffee drinkers, to 57.3% from 55.2% in 1983. This is a reversal in the gradual shrinkage of coffee drinkers that occurred since 1979, when 57.2% of the nation drank coffee.

Each drinker is consuming more, too—1.99 cups daily in 1984, up from 1.85 in 1983, according to the International Coffee Organization's Winter 1984 Coffee Drinking Study.

On this basis, coffee drinking has almost returned to the 1980 consumption level of 2.02 cups per person per day. However, coffee drinking still lags 36% behind the 3.12-cup level of 1962, when 3 Americans in 4 drank coffee.

Also last year, American households prepared coffee at home 55% of the time using electric drip coffeemakers, up from 52% in 1983 and 7% in 1975.

That gain came at the expense of electric percolators, which the nation used 19% of the time to prepare coffee at home in 1984. That's down from 22% in 1983 and 51% in 1975, the study revealed.

About 70% of coffee consumed in 1984 was regular, rather than soluble (instant) coffee.

The study, which is based on 7,500 interviews nationwide, showed that drinkers also prefer regular coffee on a per cup basis. Last year, people drank 9.9% more cups of regular coffee each day than in 1983; consumption rose from 1.31 cups to 1.44 cups. At the same time, soluble coffee drinking rose a slighter 1.9%, from 0.53 cups to 0.54 cups.

The number of people drinking decaffeinated coffee climbed 2.5% in 1984.

CONSUMER ELECTRONICS

1984 Imports Up in Almost All Categories

WASHINGTON — Spurred by an expanding economy and increased demand, the number of imports of consumer electronics products into this country increased in almost all categories last year.

Videocassette recorders (VCRs) showed the most dramatic leap—up 96.6%—according to U.S. Dept. of Commerce figures. That's an increase from 4.8 million VCR units imported in 1983 to 9.4 million last year.

Imports of home and auto tape players were up 39.4%, from 21.4 million units in 1983 to 29.8 million in 1984. The number of color television sets imported rose from 4.8 million in 1983 to 6.4 million in 1984, a jump of 32.8%.

Home and auto radios continued to be most in demand in this country. A total of 53.8 million radios were imported last year, up from 43.1 million a year before—a jump of 24.7%.

CE Imports Into U.S. in '84: Unit Volume Soars

Selected Products	Fourth Quarter 1984	Fourth Quarter 1983	Fourth Quarter % Change	Year 1984	Year 1983	Year % Change
TELEVISION						
Color	1,448,330	1,909,260	– 24.1	6,440,688	4,849,001	+32.8
Monochrome	1,366,816	1,587,358	– 13.9	6,461,881	5,281,297	+22.4
TOTAL	2,815,146	3,496,618	– 19.5	12,902,569	10,130,298	+27.4
RADIO						
Home	12,994,617	12,821,845	+ 1.3	48,935,051	38,637,003	+26.7
Auto	1,097,703	1,366,163	– 19.7	4,870,553	4,507,412	+ 8.1
TOTAL	14,092,320	14,188,008	– 0.7	53,805,604	43,144,415	+24.7
PHONOGRAPH						
Phonograph Only	294,230	44,248	+565.0	709,127	541,026	+31.1
Phono-Combination	633,324	646,477	– 2.0	1,877,071	1,994,505	– 5.9
TOTAL	927,554	690,725	+ 34.3	2,586,198	2,535,531	+ 2.0
RECORD PLAYERS, RECORD CHANGERS & TURNTABLES	602,603	749,482	– 19.6	3,038,104	2,943,552	+ 3.2
TAPE RECORDER/ PLAYER ONLY						
Audio	6,342,663	6,109,665	+ 3.8	24,705,109	21,188,722	+16.6
Video (Color & Mono)	2,648,879	1,782,488	+ 48.6	9,376,984	4,769,688	+96.6
TOTAL	8,991,542	7,892,153	+ 13.9	34,082,093	25,948,410	+31.3
TAPE PLAYERS ONLY						
Audio (Home Type)	3,697,458	2,454,839	+ 50.6	13,412,059	7,959,995	+68.5
Audio (Auto Type)	3,910,273	3,910,080	+ 0.0	16,387,800	13,422,524	+22.1
TOTAL	7,607,731	6,364,919	+ 19.5	29,799,859	21,382,519	+39.4

Source: U.S. Department of Commerce

C5150-3

~ D. Neibart

ELEVENTH ANNUAL PMA

See Special Section: Pp. 19-52

Discount Store News®

THE NEWSPAPER OF DISCOUNT RETAILING

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Wal-Mart's Walton: We'll Buy American

BENTONVILLE, Ark. — Sam Walton, founder and chairman of Wal-Mart Stores, "firmly committed" his $6 billion company to the "philosophy" of Buy American and called on other retailers to do the same.

Walton's action is the latest illustration of the retailer's dedication to marrying patriotism, entrepreneurship and strong faith in the free-enterprise, capitalist system that has long been the hallmark of his career. It also demonstrates the 67-year-old Walton's continued firm control of Wal-Mart and his ability to have company policy reflect his own long-held personal beliefs.

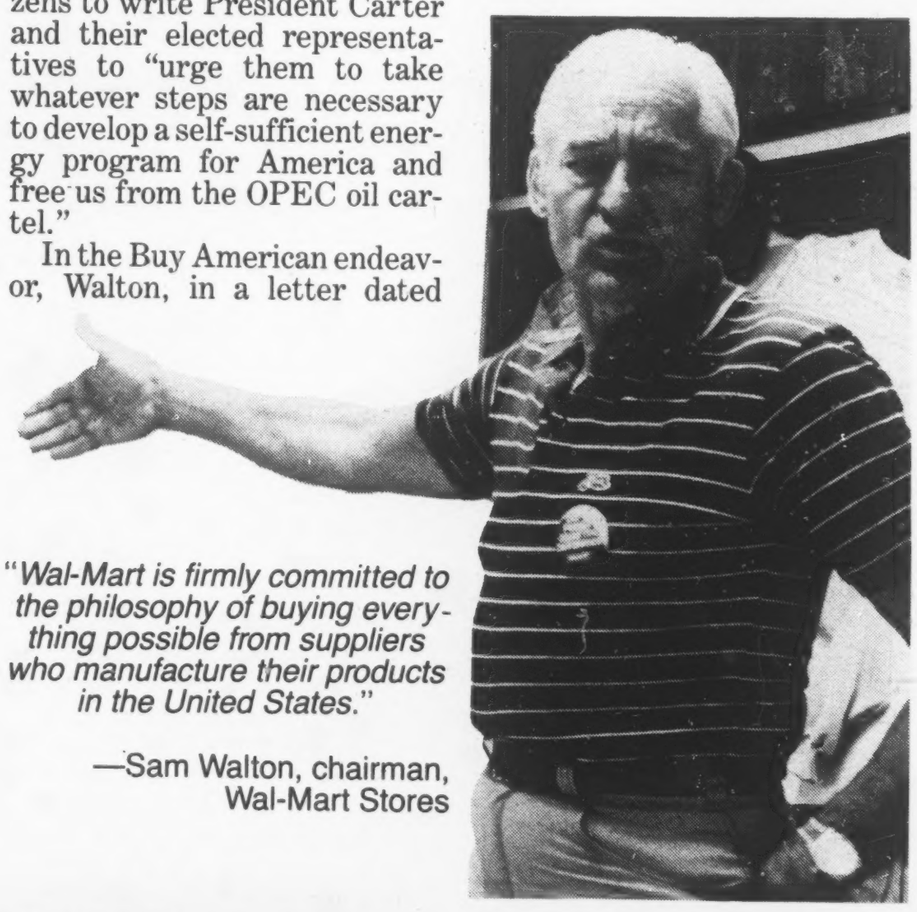
During the energy crisis in the late 1970's, for example, Walton in one ad called on citizens to write President Carter and their elected representatives to "urge them to take whatever steps are necessary to develop a self-sufficient energy program for America and free us from the OPEC oil cartel."

In the Buy American endeavor, Walton, in a letter dated March 14 and sent to about 3,000 of Wal-Mart's domestic vendors, cited the "serious threat" of the nation's balance-of-trade deficit as the spur to the effort. But, he also made clear that Buy American wasn't an anti-import campaign.

"Our Wal-Mart company is firmly committed to the philosophy of buying everything possible from suppliers who manufacture their products in the United States," he wrote.

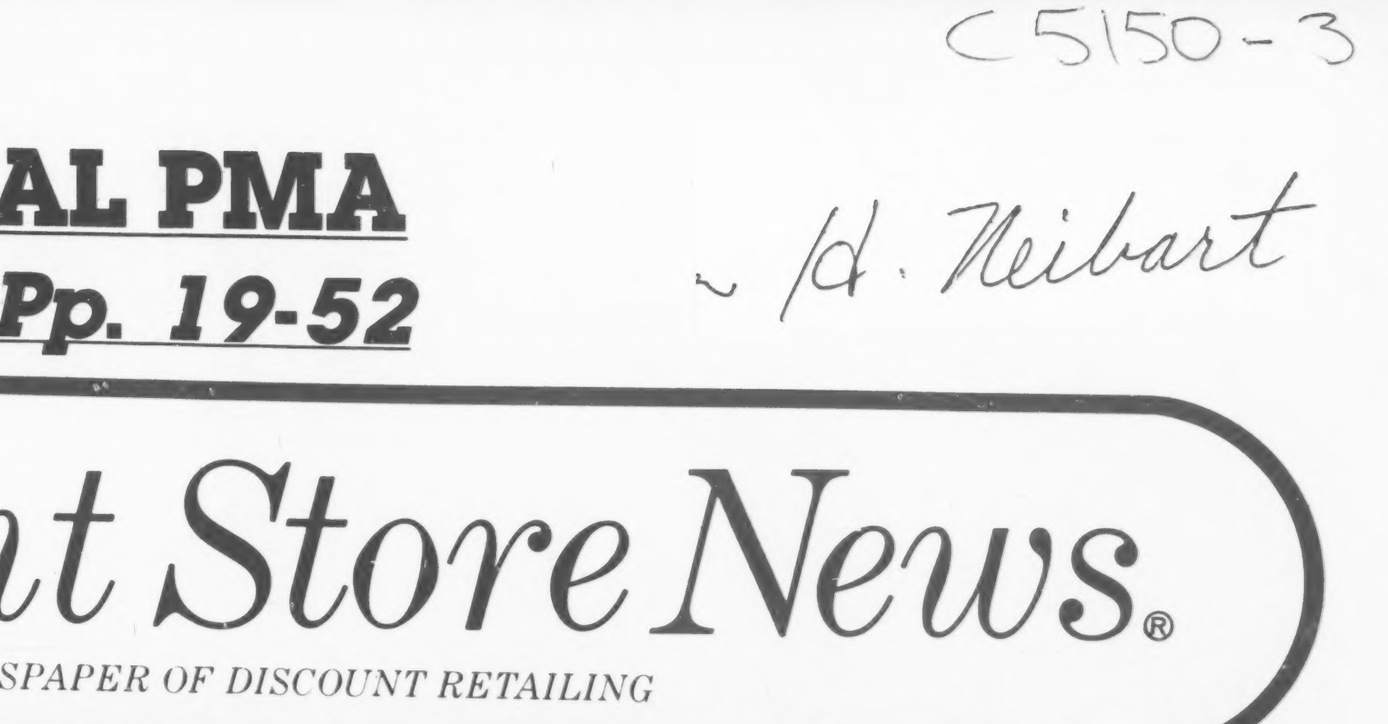
"We are convinced that with proper planning and cooperation" between retailers and manufacturers "many products can be supplied to us that are comparable, or better, in value and quality to those we have been buying offshore."

(Continued on page 62)



"Wal-Mart is firmly committed to the philosophy of buying everything possible from suppliers who manufacture their products in the United States."

—Sam Walton, chairman, Wal-Mart Stores



Designer Depot is adopting a new look: piperacks replacing fashion fixtures to boost inventory capacity by 30% and a lower-priced apparel mix to firmly ground chain in the mass market.

Designer Depot Is Repositioned For Wider Mass-Market Appeal

TROY, Mich. — K mart is repositioning its 53-unit, off-price apparel Designer Depot chain to bolster the concept's appeal to the wide, mass-market audience with which it is most familiar.

Difficulty meeting 1984 sales projections—estimated in press reports at $131 million—is the main factor behind a switch to less fashion-oriented displays, a broader base of merchandise with diminished emphasis on high-ticket items, and a muting of the brand name appeal of earlier advertising.

At the same time, a decision has been reached to shutter the three-unit Garment Rack group which operated in Chicago and Detroit as clearance outlets for Designer Depot.

Despite changes, expansion of the concept will continue to be rapid, according to Robert Mulligan, the chain's director since December when the repositioning effort was launched.

Twenty new leases have been signed for 1985, all in existing markets. In addition, the three Garment Racks will be converted to Designer Depots by year's end, Mulligan said.

Last year 27 stores were opened, giving the K mart division sites in 14 states, including Pennsylvania, Delaware, Ohio, Kentucky, Minnesota, Texas, Illinois, Nebraska, Arizona and California.

Among the most visible aspects of the changes Designer Depot will undergo is an approximate 30% reduction in the number of fashion racks. Chain officials said they'd utilize the space for straight runs, packing 30%-35% more merchandise into each unit.

In terms of merchandise, Mulligan noted that he was aim-

(Continued on page 62)

Digest

April 15, 1985

ANNUAL PRODUCT MOVEMENT AUDIT

• **DSN's 11th annual PMA** gives distributors' views on trends for 1985, in addition to listing the top hard-line sellers of 1984:

Automotive: pp. 34-38
Consumables: p. 22
Hardware: pp. 27-30
H&BA: pp. 42-44
Housewares: pp. 50-52
Sporting Goods: p. 48
Toys: p. 47

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Editorial 6

Discounter Spokesmen Urge Congress: Save TJTC Wage Subsidies Program

WASHINGTON — Top discount chain representatives called on Congress to reject Reagan Administration plans to kill the Targeted Jobs Tax Credit program, charging that elimination of the current $3,000-per-worker wage subsidies would choke off employment opportunities for hundreds of thousands of disadvantaged individuals.

In testimony before Rep. Charles Rangel's House revenue subcommittee late last month, Dayton Hudson employee relations vice president Thomas Etzkorn told Congress that his company has already hired thousands of "hard-to-employ" workers for the company's Target stores and other retail divisions. He predicted that other industry chains will actively recruit T.J.T.C.-eligible workers if the program is extended beyond the current year-end 1985 deadline.

Testifying on behalf of the Association of General Merchandise Chains, Etzkorn called the seven-year-old wage subsidies "a highly effective incentive program" which opens job opportunities for many individuals who would otherwise be unemployable.

Officials at the National Mass Retailing Institute expressed similar views in a statement submitted to Rangel's panel during the recent T.J.T.C. hearings.

Noting that the Federal "targeted' wage subsidies created employment opportunities for more than 500,000 "disadvantaged Americans" last year alone, NMRI called T.J.T.C. the "road out of poverty" for many difficult-to-employ individuals.

Behind the discount industry campaign to preserve T.J.T.C: massive six- and seven-figure Federal subsidies being claimed annually by a number of major chains.

Under T.J.T.C., employers hiring workers eligible for the tax credit program (e.g., handicapped individuals, "economically disadvantaged" Vietman veterans, cooperative education students from low-income families, etc.) qualify for direct Federal subsidies of up to 50% of all wages paid during their first year on the job (and 25% in the second year).

Although the maximum per-worker credit is limited to $3,000 (plus $1,500 in the second year) thee are no ceilings on the number of T.J.T.C. employees a chain may hire.

During 1984, for example,

(Continued on page 62)

IN BRIEF

• **STEPHEN J. JELIN, VP,** soft lines, Hills, has been named president of Prange Way, Green Bay, Wis., and has been elected a senior vice president of the parent H. C. Prange Co. He replaces Stan Brenner, who left the 20-store, $270 million operation to become president of California-based Gemco.

• **CLOSEOUTER SHOP**per's choice has closed, with a local firm obtaining the half-dozen stores in the Greater Buffalo market, and closeouter Odd Lot, Columbus, Ohio, picking up nine units in Indiana, Ohio and Pennsylvania.

• **BRADLEES HAS AP**pointed George M. Granoff to the newly created post of senior vice president, merchandising-Braintree, as the first step in the discounter's restructuring of its merchandising staff. All hard lines and soft goods merchandisers in Bradlees' central buying office in Braintree, Mass., report to Granoff.